

Remarks/Arguments

Reconsideration of the rejections set forth in the Office Action dated November 13, 2007 is respectfully requested. The Examiner has rejected claims 1-22. In response to the Office Action, claims 1, 2, 12, 14, 18 and 21 have been amended without prejudice to more particularly and distinctly set forth the patentable subject matter of the present invention. Accordingly, claims 1-22 are pending in the subject application.

Specifically, the claims have been amended to (1) further limit the recited database to a searchable database; and to (2) further clarify that the entire searchable database is distributed to any attendee that inquires.

The Examiner rejected claims 1, 12, 18-19 as allegedly being anticipated by U.S. Patent No. 6,847,940 ("Shelton"). The Examiner rejected the remaining claims as being obvious in view of the combination of Shelton and other references. Applicant respectfully disagrees.

Shelton teaches a virtual tradeshow for the healthcare industry (i.e., one to be hosted online via the Internet). Col. 5, lines 64-67; Col. 6, lines 44-48. As such, Shelton cannot be properly combined with other references that teach physical distribution tools. Since a Shelton tradeshow is conducted in a virtual world, Shelton teaches away from "providing a computer at the tradeshow" as recited in claim 6 or distributing the database on a Compact Disk as recited in claim 2, and cannot be combined with other references to render these claims obvious. Accordingly, there is no motivation to combine Shelton's teachings with those of Schnase (USP 6,078,928) and Erturk (USP 6,135,776). Furthermore, the independent claims have been amended to recite a "searchable database." The Examiner admitted on page 4, lines 1-2 of the Office Action that "Shelton et al. do not teach wherein the database is a searchable database . . ." and attempted to combine the teachings of Erturk to provide a searchable database on CD-

ROM. As explained above, however, Erturk cannot be properly combined with Shelton.

In addition to not being able to be properly combined with references that teach physical distribution tools, Shelton also does not teach distributing its database. Nowhere in Shelton does it teach the distribution of its entire database. Rather, it merely teaches distributing selected contents of its database, which is very different from distributing the database itself. In contrast, the subject claims recite distributing the database itself.

Moreover, Shelton teaches distributing selected contents of its databases to prescreened attendees for fear that certain medical product samples may fall into the wrong hands. *See* Col. 2, lines 66-67 (“Necessary security measures will be taken to protect proprietary information”); Col. 7, lines 29-33 (“... verification and authorization procedures are provided whenever and wherever necessary. For example, manufacturers will wish to block certain healthcare professionals who are not appropriately licensed for receiving samples as shown in FIG. 2.”). In contrast, the instant invention teaches a public database wherein the entire database is disseminated regardless of who the recipient might be – the amended claims recite “distributing the searchable database in an electronic medium to any inquiring tradeshow attendee.”

Accordingly, Applicant respectfully submit that all rejections have been traversed. Thus, Applicant respectfully submits that the pending claims 1-22 are in condition for allowance. A notice to that effect is earnestly solicited.

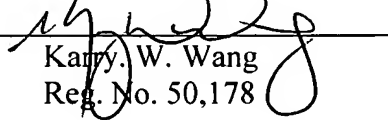
If the Examiner has any questions regarding the foregoing, or if the Examiner believes that an interview would facilitate the examination of this application, or if any

additional information is required, the Examiner is invited to telephone the undersigned at the number provided below.

Respectfully submitted,

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